

Festival Camadas - Edição Halloween

DATE: Saturday, October 18, 2025
LOCATION: Santa Rosa, Rio de Janeiro, BR

Event Description

Festival Camadas - Edição Halloween is a premier festivals event in Santa Rosa. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 42/100

Expected Attendance: 385 people

Event ID: FqdMAfxznZ8o8Xmy2B

Hotel Demand Indicators

ADR Impact Index: 5.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 154 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.